PROMOTION

2022 WUSATA NEW-TO-EXPORT RESEARCH IN CANADA

Tuesday, Feb 1 - Thursday, Mar 31, 2022
Registration: Thursday, Jan 13 - Monday, Jan 31, 2022 | 8:00 AM
Canada | Canada | North America

https://www.wusata.org/e/1XVC8LV

EVENT DETAILS

The Western United States Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, brought to you by the USDA's Foreign Agricultural Service:

2022 WUSATA New-to-Export Research in Canada

February - March 2022

To help new-to-export companies better understand the Canadian market entry requirements and assess fit and next steps, this project will offer a virtual consultations activity that will include product sampling with Canadian trade, one-on-one meetings with our in-country consultant and a customized report for each participating company.

WUSATA will work with participating companies to:

- Conduct in-market product sampling: Participating companies will work with WUSATA to send samples for tastings to brokers, distributors and importers, and gather feedback on the products. A short survey will be developed to help collect constructive feedback on the products.
- Educate new-to-export value-added product companies about the Canadian market.
- Provide new-to-export value-added product companies with an opportunity to present products to Canadian trade.
- Assess opportunities in the Canadian market and determine necessary next steps to launch products in market.

One-on-one meetings: WUSATA consultant will conduct one-on-one meetings with each of the participating companies to provide an overview on the Canadian market, specific to the product category, and discuss feedback received on the product with the companies. The consultant will also help determine necessary next steps if product is determined to be a good fit for the market.

Custom market report development: WUSATA will develop a customized report for each of the participants based on the one-on-one meetings. The report will include general Canadian market information, competitor information and recommendations for the participating WUSATA company.

While this program is open to any value-added product company interested in exporting to Canada, the following products have been identified by the Foreign Agricultural Service office in Canada as products with positive sales potential:

- Pet food
- Plant-based diets and alternative proteins
- Ethical living and sustainable packaging

Additionally, products below have been identified as best foretasted growth product categories by Euromonitor International:

PRODUCT DESCRIPTION

Suitable Products Include: Value-add Food & and non-alcoholic Beverages, Specialty items

INDUSTRY FOCUS

Retail Products

- Cooking ingredients and meals
- Snacks
- Baked goods
- Beverages and soft drinks

Benefits of Participation:

- In 2020, Canada was the second largest market for U.S. agricultural exports. For new-to-market and new-to-export firms, Canada offers stable financial markets and a sophisticated logistics network that supports $130 million worth of daily two-way trade in food and agricultural products.
- Although Canada is an attractive market for U.S. suppliers due to proximity, common language and cultural similarities, there are several challenges and barriers that small suppliers need to consider prior to exporting and this project will help with evaluating your products in this market.
- WUSATA will reimburse up to $500 in shipping cost for samples sent.

Itinerary: TBD

Participation Fee: $25.00

Registration Deadline: January 31, 2022